

THE EYES HAVE IT . . . Soft pastel shades and the wonders of modern grocery packaging are here combined to make the shopping trips to the new Carson and Western

Safeway Store a treat for the eyes as well as the pocket-book. The wide aisles and efficient arrangement of merchandise is engineered to make shopping a pleasure.

(Herald Photo)

### Store Features Make Shopping Pleasant Task

As the customer approaches the entrance of the new Torrance Safeway, she will see a large "Attraction Board" announcing special prices and features for her convenience. From the moment she enters through the automatically opening and closing doors, the customer is surrounded by the most modern facilities yet devised for supermarket shoppers.

Shopping commences with a new-type cart made to roll easily regardless of load.

Should she require a check cashed, she will find Safeway has installed a two-windowed check cashing booth with all the privacy of a routine banking transaction with the peace of mind that comes knowing nearby strangers are unable to see either the amount of the checks being cashed, or the amount of cash she is receiving.

Walking down the unusually wide aisles, the shopper realizes that she is in the midst of Safeway's new "Fingertip Shopping" system, so-called because shelving, self-service, refrigerated cases, and merchandise "islands" have been designed with a long, low, wide look.

Young folks...old folks...everybody enjoys  
**Cragmont**  
the top quality SODAS & MIXERS!



(Herald Photo)

### Fresh Fish Featured at New Safeway

The big selection of fresh and frozen fish will be one of the features of Safeway's new Torrance store.

The fish department, separated from the meat department by a stainless steel divider, has a large glass display case in which will be kept a big display of freshly caught fish.

To keep the fish in the finest quality the new store has a large ice-making machine in the department which will be continually producing snow-like fine ice for the fish display.

Larger ocean fishes will be cut to desired steak sizes. The store will also have a wide selection of varied frozen and packaged filets of fish.

Just a whisper crisper!

**BUSY BAKER**  
Thin Sodas  
CRACKERS

### Now, Busy Baker Thin Sodas stay 4 times fresher!

Extra shortening and moisture-proof packets guarantee crisper crackers

Golly, what a pleasure to be able to serve fresh crackers every time you want 'em! And when we say fresh, we mean Busy Baker fresh—because Busy Bakers' flavor, freshness and crispness, is sealed in with moisture-proof cellophane. And,

after opening, "serving-size" packets are easy to close. Just re-fold the packet and freshness is locked back in. That's why we say, "For freshness and economy, buy Busy Baker Thin Sodas. They stay 4 times fresher!"

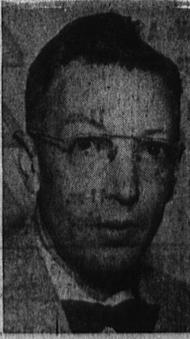


Re-fold the packet, guard the freshness! Put 'em back in the pack and re-fold till next time. They'll pop out flaky-fresh every time. No waste now.



Get crisper, fresher Busy Baker Crackers at **SAFEGWAY**

**MEAT MANAGER . . .** Dave Williams, a 10-year veteran with Safeway Stores, heads up the meat department of the new Carson and Western store, which is now open. He started as a meat cutter in 1947 and has worked in the warehouse and all sections of Safeway's meat distribution through the stores. He has been manager of departments for the past four years. He is married and has one son, David Jr. Here he shows a new machine which weighs and stamps the weight and price on meat through an "electronic brain." There is no room for error on this machine—even the weight of the label is deducted.



(Herald Photo)

**HEADS PRODUCE . . .** Wade Allen, who started with Safeway as a stock clerk in 1939, has been named to head up the produce department of the new Safeway Store at Carson and Western which opened here yesterday. He comes to the new Torrance store from the Santa Fe and Willow store in North Long Beach, a store he helped open six years ago. He has been in the produce department of Safeway since the end of World War II. Allen is the final link in a chain which starts in the best fruit and vegetable areas of the nation—a chain designed to rush freshly picked produce into the housewife's shopping cart with the smallest margin of delay.

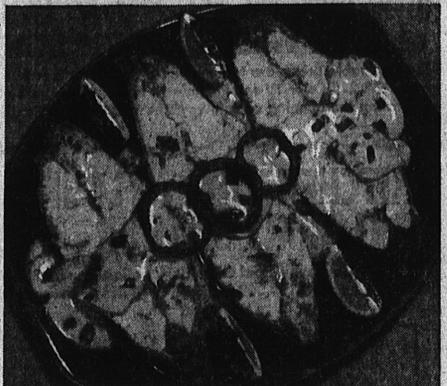


### Make your choice, Captain's Choice from fishsticks—to fish steaks!

If you haven't discovered how good and hearty Captain's Choice Seafoods always are, you're not being fair to yourself . . . or your family! There's a wide selection of these frozen fresh seafoods . . . each with its own distinctive "ocean-fresh" flavor. And all can be prepared many different ways to make menu-planning a real joy.

Other wonderful things about Captain's Choice Seafoods are their ease of preparation and short cooking time with never any waste. So treat everyone . . . including yourself . . . by serving them soon . . . and often!

Get Captain's Choice Seafoods at **Safeway**



Enjoy Captain's Choice Halibut Steaks . . . tempting, tender and ready-to-cook the way you like best. Fry, broil or bake according to the easy directions on the package. Perfectly delicious served plain . . . or served fancy with a sauce of your own choosing.

- ocean PERCH filets
- HADDOCK filets
- skinless COD filets
- skinless SOLE filets
- skinless FLOUNDER filets
- fillet style FISHSTICKS
- pacific HALIBUT steaks
- SALMON steaks
- dressed WHITING
- breaded fanail SHRIMP



Smart girl

SHE'S DISCOVERED

**Scamper** IT'S PINK!

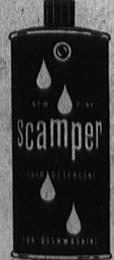
REMARKABLE NEW LIQUID DETERGENT THAT SAVES YOUR HANDS AS IT WASHES YOUR DISHES

Now that she has a home of her own, Mrs. Newmarried is making sure that she won't have old-fashioned "dishpan hands". It's not for her! . . . when she puts SCAMPER to work on the dinner dishes. SCAMPER not only does the chore in record time but it's kinder to the hands than other leading liquid detergents. Independent laboratory tests have proven so!

For the sake of your dishes—and your hands—be a smart girl, too, and put gentle, efficient SCAMPER to work for you.

PROTECTS NYLONS, FINEST FABRICS and YOUR HANDS

KITCHEN TIP: Place a little SCAMPER in your pots and pans and let soak while you do the dishes. Grease and sticky food particles float away like magic!



SAFEGWAY GUARANTEES SCAMPER THE FINEST

at SAFEGWAY

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